IN THE CLAIMS:

Claims 1-38 (canceled)

39. (new) A method of externally measuring the temperature of the liquid contents of a wine bottle with a concave base comprising the steps of inserting a temperature probe into the space within the concave base of the wine bottle, thermally enclosing the space within the concave base of the wine bottle and measuring the temperature as an estimation of the temperature of the liquid contents of the wine bottle.

40. (new) The method of claim 39, comprising the steps of inserting a temperature probe into the space within the concave base of the wine bottle to an extent that the probe makes thermal contact with the surface of the wine bottle, thermally enclosing the space within the concave base of the wine bottle and measuring the temperature as an estimation of the temperature of the liquid contents of the wine bottle.

- 41. (new) The method of claim 39, wherein the temperature probe is a thermocouple, a resistance thermometer or a thermistor.
- 42. (new) The method of claim 40, wherein the temperature probe makes thermal contact with the surface of the wine bottle at the apex of the concave base.
- 43. (new) The method of claim 39, wherein the wine bottle is in a substantially vertical orientation when the temperature estimation is made.
- 44. (new) The method of claim 40, wherein the wine bottle is in a substantially vertical orientation when the temperature estimation is made.
- 45. (new) The method of claim 41, wherein the wine bottle is in a substantially vertical orientation when the temperature estimation is made.
- 46. (new) The method of claim 42, wherein the wine bottle is in a substantially vertical orientation

when the temperature estimation is made.

- 47. (new) The method of claim 39, wherein the wine bottle is in a substantially horizontal orientation when the temperature estimation is made.
- 48. (new) The method of claim 40, wherein the wine bottle is in a substantially horizontal orientation when the temperature estimation is made.
- 49. (new) The method of claim 41, wherein the wine bottle is in a substantially horizontal orientation when the temperature estimation is made.
- 50. (new) The method of claim 42, wherein the wine bottle is in a substantially horizontal orientation when the temperature estimation is made.
- 51. (new) The method of claim 39, wherein the temperature measurement is made when the wine bottle is present within a fridge, freezer or heated incubator which has a different ambient temperature to the liquid contents of the wine bottle.
- 52. (new) The method of claim 40, wherein the temperature measurement is made when the wine bottle is present within a fridge, freezer or heated incubator which has a different ambient temperature to the liquid contents of the wine bottle.
- 53. (new) The method of claim 41, wherein the temperature measurement is made when the wine bottle is present within a fridge, freezer or heated incubator which has a different ambient temperature to the liquid contents of the wine bottle.
- 54. (new) The method of claim 42, wherein the temperature measurement is made when the wine bottle is present within a fridge, freezer or heated incubator which has a different ambient temperature to the liquid contents of the wine bottle.
- 55. (new) The method of claim 51, wherein several temperature measurements are made to follow the change of temperature of the liquid contents of the wine bottle over time.

- 56. (new) The method of claim 52, wherein several temperature measurements are made to follow the change of temperature of the liquid contents of the wine bottle over time.
- 57. (new) The method of claim 53, wherein several temperature measurements are made to follow the change of temperature of the liquid contents of the wine bottle over time.
- 58. (new) The method of claim 54, wherein several temperature measurements are made to follow the change of temperature of the liquid contents of the wine bottle over time.